



VST SHAKTI SAMACHAR

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ISAE 50th convention exhibition at Ouat, Bhubaneswar in the month of January 2016.

The new 27HP Tractor Launched at various events in the month of February 2016



Farm Tractors - Global Strategic Analysis

The global market for Farm Tractors is forecasted to reach 4.6 million units, valued at US\$ 71.7 billion by 2020, driven by the growing population and the ensuing pressure on food production and productivity.

Farm tractors represent the largest segment of the global agricultural equipment market. Considered as the 'workhorse' of agriculture, farm tractors are the most versatile equipments used for improving agricultural efficiency. Tractors are powered by high horsepower to control larger farm equipment, which include air seeders, nutrient applicators, planters, and tillage machinery. Strong population growth, need for food security, rising demand for energy crops, labor shortage, and low levels of mechanization in developing markets are the major factors driving current growth in the farm tractors market. Increasing use of alternative fuel tractors that run on diesel, CNG, LNG, kerosene, vegetable oil, and propane is also spurring growth in the market.

The market is expected to witness healthy growth in the coming years, driven by government subsidies and easy availability of credit. The growing preference for smaller tractors in developing countries owing to their better productivity and lower total cost of ownership will benefit growth in the market. The demand for high power tractors in developed economies such as the U.S and Europe will continue to gain momentum supported by the agriculture requirements of large farms. Design and technology of farm tractors have evolved over the years, as manufacturers continue to develop tractors which fulfill various requirements of farmers. Innovative designing and technological advancements in

MOU with Agriculture Department of Karnataka for Custom Hiring Service Centers throughout the state.

Bangalore: VST Tillers Tractors Ltd. has entered into an agreement with the Karnataka government to set up 92 custom hire service centres (CHSC) in nine districts.

The company is a manufacturer of power tillers and the pioneer in compact tractors in India. It has a range of products that includes rice transplanters and self-propelled reapers for small farmers.

"The company with a budget of ₹40 crore is setting up CHSC in a bid to reach out to the farmers of Karnataka, many of whom cannot afford farm machinery," said BCS Iyengar, director, corporate strategy, VST Tillers Tractors Ltd.

The CHSC scheme is the brainchild of Karnataka Agriculture Minister Krishna Byregowda to help small farmers and to introduce farm mechanisation in the State.



tractors that target myriad regional requirements are also expected to benefit market prospects.

As mechanized agricultural technologies head towards sophistication, tractors with high horsepower, fuel efficiency and embedded intelligence, are poised to benefit. The market for agricultural equipment is extremely competitive due to the presence of



V.S.T. Tillers Tractors Ltd. entered into a MOU with the Agriculture Department of Karnataka on establishment of Custom Hiring Service Centers at various districts in Karnataka.

Byregowda said, "Karnataka is giving priority to mechanisation in agriculture as it is the only way to increase production and efficiencies in

agriculture. With farm labour becoming scarce, it is imperative to have farm mechanisation for quick returns."

several international as well as domestic suppliers of a vast range of equipment. Competition is further intensified with the presence of several specialty manufacturers as well as short-line providers. Pricing, quality, brand loyalty, as well as after-sale service are major factors influencing purchase decisions of consumers. A majority of industry players are multinational firms with assembly operations worldwide, either through subsidiaries or joint ventures. Most of the leading manufacturers of tractors have established production facilities in countries with low labor cost, in order to gain competitive advantage.

As stated by the new market research report on Farm Tractors, Asia-Pacific represents the largest market world

-wide. Buoyed by the towering presence of China and India, the region also ranks as the fastest growing market over the analysis period with projected value and unit sales growing at a compounded annual rate of 6.4% and 4.1%, respectively. Key factors driving growth in the region include growing population; land scarcity, low potential for expansion and the ensuing emphasis on yield per hectare of land; and favorable agro policies supporting sustainable farming practices. Also, the low level of engineering technology inputs in agriculture in the region offers untapped opportunities for growth.

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New Showroom inauguration

PR FORUM

FROM THE EDITORIAL DESK



Hello VSTeans,

In the midst of consolidating last financial year's achievements, coping up with the new challenges for this year and of course the scorching heat... We, from Editorial Desk, try our best to bring refreshing news and columns for us to retrospect the enormous efforts put in the field by our team.

Encouraging more and more of field activities that boost VST's image in the industry and few insights that will become trend setters are the goals for us in this challenging business environment.

We appreciate all the VSTeans for their efforts and communicating the same to this desk and look forward for more of these editions coming.

So, go refresh yourself with the new edition of VST SHAKTI SAMACHAR along with a glass of lemonade this summer...

Adios till again.

Cheerio,

**Abinash Gouda
Branding.**

MESSAGE

Message From VP-Purchase



Hello VSTeans,

At the outset, I would like to appreciate our Editorial Team for their untiring commitment in compiling VST SHAKTI SAMACHAR every quarter with a gist of field activities and informative articles.

This platform gives an opportunity for us to know the efforts put in by our field staff and my kudos to all the VSTeans for keeping VST brand as Top of Mind in our customers. It is our duty to support our fellow members to achieve the organizational success and I, from the purchase team would try the best to achieve the same.

Looking forward for more and more editions of VST SHAKTI SAMACHAR in coming times.

Thank You.

Y. Ramprasad
Vice President – Materials

HR FORUM

Fire Mock Drill at Hosur Plant



A Fire Mock Drill was conducted at our Hosur Plant in the month of February 2016 for the ERT department Team members, where the Fire Station officials demonstrated the use of fire extinguishers and water hose pipe to extinguish the fire.

Obituary

Your services will always be remembered. Rest in peace.
Our deepest condolences to the family.

- V.S.T. Tillers Tractors Ltd.



Name – H R Sathayanarayana
Born on 01/06/1961 departed on 01/03/2016

Joined VST family on 01/12/1988
Served as Deputy Officer
Department : Finance
Association with VST : 27 year

Republic Day at VST



Republic day celebrations were conducted at V.S.T. Tillers Tractors Ltd. Head Office - January 2016.

VST - ERUDITE

Training Program on Service and Warranty Management

One day training programs on Service and Warranty Management were conducted at various parts of the country in the month of March 2016.

At Vijaywada for Andhra Pradesh and Telangana dealers :



At Bhubaneswar for Odisha dealers :



At Kolkatta for West Bengal dealers :



Free Service Camps at Odisha, Bihar & Assam

Free service camps were organized by our dealers at various parts of Odisha, Bihar and Assam in the months of January and February 2016. Operation training, daily and periodical maintenance details of our products were demonstrated at the camp to our customers.

M/s. SAHOO AGROCHEMICALS, CUTTACK, ODISHA



VST - RETROSPECTIVE

M/s. KUNA TRADING CO., NAYAGARH, ODISHA



M/s. PUSHPAK TRADERS, RAIRANGPUR, ODISHA



M/s. PRAGYAN MACHINERY, KENDRAPARA, ODISHA



M/s. BHAVANI ENTERPRISES, MASAUDI, PATNA, BIHAR



M/s. NIKITA MARKETING SERVICE PVT. LTD., GUWAHATI, ASSAM



M/s. SEEMA ENTERPRISES, BARAGARH, ODISHA.



M/s. BHAGYASHREE AGRO SERVICES, ODISHA.



VST - RETROSPECTIVE

Exclusive RTP Free Service Camps at Odisha

Free service camps were organized by our dealers at various parts of Odisha in the months of January and February 2016. Operation training, daily and periodical maintenance details of our products were demonstrated at the camp to our customers.

M/s. SEEMA ENTERPRISES, BARAGARH, ODISHA



M/s. SEEMA ENTERPRISES, BARAGARH, ODISHA



Aandhra Pradesh & Telangana Dealers Meet

A dealers meet was organized for all the dealers of Andhra Pradesh and Telangana region at Vijayawada in the month of February 2016.



VST - RETROSPECTIVE

Mechanics Meet - January 2016

ASSAM:



Mechanics meet was organized by our dealer M/s. Shikha Enterprise for freelance mechanics at Lakhimpur, Assam in the month of January 2016. The 2 days program emphasized on the performance of our products and servicing methods were demonstrated to the attending mechanics.

ODISHA:

Our dealer M/s. Jayadurga Enterprises had organized a mechanics meet for freelance mechanics & dealer's mechanics at Odisha in the month of January 2016.



Channel finance meeting - Karnataka

We have organized a channel finance meeting for our Karnataka dealers at Hubli in the month of January 2016.



Van Campaign at Chattisgarh

A Van Campaign activity was conducted at Chattisgarh in the months of February and March 2016 with 100% Indian concept to promote our Power Tillers which evoked warm response from the Agricultural Department officials and customers. All the major districts of Chattisgarh were covered during the campaign.



VST - RETROSPECTIVE

Farmers Meet & Van Campaign at Manipur



A farmers meet was organized by the Department of Horticulture, which was sponsored by M/s. East India Machines Company at Manipur in the month of February 2016. A van campaign was also organized at the same time covering major places of Manipur State.



Demonstration Programs at Odisha & WB

Seed Drill Demo at Odisha



V.S.T. Tillers Tractors Ltd. had conducted a Seed drill demo at Ouat, Bhubaneswar in the presence of AAE and D.E., OFMRDC, Bhubaneswar, Odisha in the month of January 2016.



RTP Demo at Odisha



Our dealer M/s. Seema Enterprises had organized a demo program of our VST Yanji 8-Row Rice Transplanter and Yanmar Rice Transplanter at Baragarh district, Odisha in the month of January 2016.



Potato Digger Demo at West Bengal

A Potato digger attachment demo with our VST Shakti tractor was organized at the Pepsico farm in West Bengal in the month of February 2016. The same was also broadcasted in Etv Annadata (a Bengali channel) on television.



VST - RETROSPECTIVE

Product Distribution Program at Maharashtra

Sahapur, Maharashtra

A Tractor, Rice Transplanter & Reaper distribution function was organized by the Agriculture Department at Shahapur, Thane, Maharashtra in the month of January 2016. The MLA of Shahapur Mr. Pandurang Barora distributed the products to the selected farmers at the event.



Unnati Fair at PUSA ground, New Delhi



Unnati Fair was organized by the Ministry of Agriculture at PUSA ground, New Delhi in the month of March 2016. It was a mega event which was inaugurated by Hon'ble Prime Minister Sri. Narender Modi.

V.S.T. Tillers Tractors Ltd., had participated in the fair by showcasing our Tractors with attachments like height attachment, post hole digger, seed drill, front mounted reaper, chaff cutter and offset rotavator; Power Tiller with demonstration of inter culture & water pump; and also had displayed our Power Reaper and Rice Transplanters at the event. The fair was attended by farmers and agricultural department officials from all over India.



VST - RETROSPECTIVE

VST key sponsors of FIHAP conference at Chennai, TN

FIHAP (Federation of Indian Hire Purchase Association) 25th National Convention was held at the Chennai Trade Centre, Chennai, Tamil Nadu in the month of January 2016. V.S.T. Tillers Tractors Ltd. was the key sponsor of the event.



Krishi Jagran Mela by ITC Chhindwara at Umariya, Gujarat

Krishi Jagran Mela was organized by ITC Chhindwara at Umariya, Gujarat in the month of January 2016. Our dealer M/s. Maa Vaishnavi Enterprises had participated at the mela representing V.S.T. Tillers Tractors Ltd. The chief guest at the event - Union Cabinet Minister for Urban Development, Mr. Kamalnath visited our stall at the mela along with other senior officials and encouraged our team work and good participation in the mela.



3rd International Agri - Horticultural Show 2016 at Guwahati, Assam

The 3rd International Agri-Horticultural Show-2016 was held at Khanapara Veterinary Field, Kamrup district, Guwahati, Assam in the month of January 2016. V.S.T. Tillers Tractors Ltd. had participated in the event.



VST - RETROSPECTIVE

Malegaon Yatra Expo at Maharashtra

Our dealer M/s. Shree Sai Agro Care Machinery and Tractor had participated in the Malegaon Yatra Expo held at Malegaon, Nanded district, Maharashtra in the month of January 2016.



Lions Expo at Maharashtra

Our dealer M/s. Bhawani Tractors had participated in the Lions Expo held at Khamgaon, Maharashtra in the month of January 2016 and had displayed our 18HP and 22HP Tractors at the event.



ISAE 50th Convention at Odisha

The 50th Convention and Exhibition of Indian Society of Agricultural Engineers (ISAE) was organized by the College of Agricultural Engineering and Technology at Ouat, Bhubaneswar, Odisha in the month of January 2016. V.S.T. Tillers Tractors Ltd. had participated at the exhibition and displayed our products at the event.



Agro Bihar 2016 at Patna, Bihar

The Agro-Bihar fair was held at Gandhi Maidan, Patna, Bihar in the month of February 2016. V.S.T. Tillers Tractors Ltd. had participated in the fair. Our Tillers & Tractors with attachment accessories, Reaper and Rice Transplanters were kept on display at the event. The Director of Agriculture, Bihar - Mr. Karthikeya and Director of horticulture - Mr. R. N. Singh have visited our stall and discussed with us about our products for complete solution.



VST - RETROSPECTIVE

District Level Agri Fairs in different parts of Odisha



Sundargarh, Odisha

Our dealer M/s. Vijay Agencies had participated at the District level Agricultural fair held at Sundargarh, Odisha in the month of February 2016 representing V.S.T. Tillers Tractors Ltd. They won the best stall award and were also given a certificate for the same.



Belpahar, Odisha

Our dealer M/s. Sahoo Agency had participated in the District level Agriculture fair that was held at Belpahar, Jharsuguda district, Odisha in the month of February 2016.



Rairangpur, Odisha

Our dealer M/s. Pushpak Traders had participated in the District level Agriculture fair that was held at Rairangpur, Odisha in the month of February 2016.



Kisan Mela at Nandyal, Andhra Pradesh

Our dealer M/s. Venkata Sai Tractors & Farm Equipment had participated in the Kisan Mela held at Nandyal, Andhra Pradesh in the month of January 2016 representing V.S.T. Tillers Tractors Ltd. Our latest Tractors were displayed at the event along with attachments like cultivator, loader & backhoe, reversible plough, seed drill, 5 tyne cultivator, boom stick sprayer, post hole digger, rotovator and trailer with demonstration.



VST - MILESTONE

VST Shakti Tractors Launched in different parts of India

22HP AJAI PS tractor launch at Georai



The 22HP AJAI tractor with Power Steering was launched at Georai, Maharashtra at a Customer Meet organized by our dealer M/s. Kunal Tractors in the month of February 2016.



27HP Viraat tractor launch at Ahmedabad



Our 27HP Viraat tractor was launched at Ahmedabad, Gujarat at a Dealer's Meet organized in the month of February 2016. The meet & the launch were inaugurated and addressed by Mr. Jujhar Singh Virk. V.S.T. Tillers Tractors Ltd.



18.5, 22 & 27HP tractor launch at Trichy



A program was organized at Trichy, Tamil Nadu in the month of February 2016, to launch the all new and improved versions of 18.5HP 2WD, 22HP 4WD with power steering and the 27HP Viraat tractors. Mr. Ramasubbu, MD of Dina Malar daily news paper was the chief guest at the event.



New Showroom Inauguration at Rajasthan & Gujarat

At Balotra, Rajasthan



Our dealer M/s. Prince Agro Sales have inaugurated a new show room at Balotra, Barmer district, Rajasthan in the month of February 2016.



At Amreli, Gujarat



A new show room was inaugurated by our dealer M/s. Haresh Agro Traders at Amreli, Gujarat in the month of February 2016. A demonstration program of our MT 180D tractor with reversible plough and VT 180D tractor with rotary attachment was also organized during the event.



కట్టుబట్టలతో వచ్చాం...
కష్టపడుతున్నాం



Chamundeswari: Back to home turf for CM?

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Published in Deccan Chronicle
newspaper in the month of January 2016



Published in the newspaper Dina Malar in the month of February 2016.



Published in the Telugu Newspaper
Sakshi in the month of March 2016

